

## Disease Area Lead - Insights Execution

Job ID  
REQ-10067900

12月 07, 2025

India

### 摘要

This position will provide oversight, guidance and operational support related to Insights & analytics for a designated product/ of products within a disease area. The incumbent will serve as the single point of contact for the TA or its nominated SPOC - Insights Director) supporting commercial teams & medical teams (in specific cases).

The role will support the insights and analytics needs required for well-evaluated commercial business decisions as well as potential marketplace opportunities. Working collaboratively with cross functional teams (e.g. Business analytics, competitive forecasting, primary market research) to synthesize findings into actionable insights is critical to this role

The incumbent will bring a comprehensive outside-in perspective to shape Brand and/or New Product strategies and facilitate making throughout a product(s) ' life-cycle via facilitating and consolidating all analytical inputs from other functional teams, not exclusively), Competitor Intelligence, Brand Analytics, Sales Force Analysis & Market Access . The role will have full and leadership of a team working on a high priority/strategic importance brand/portfolio of brands in a disease area

## About the Role

This position will provide oversight, guidance and operational support related to Insights & analytics for a designated product/ portfolio of products within a disease area. The incumbent will serve as the single point of contact for the GBT or its nominated SPOC (Integrated Insights Director) supporting commercial teams & medical teams (in specific cases).

The role will support the insights and analytics needs required for well-evaluated commercial business decisions as well as identify potential marketplace opportunities. Working collaboratively with cross functional teams (e.g. Business analytics, competitive intelligence, forecasting, primary market research) to synthesize findings into concrete insights is critical to this role

The incumbent will bring a comprehensive outside-in perspective to shape Brand and/or New Product strategies and facilitate decision-making throughout a product(s) ' life-cycle via facilitating and consolidating all analytical inputs from other functional teams, such as (but not exclusively), Competitor Intelligence, Brand Analytics, Sales Force Analysis & Market Access . The role will have full responsibility and leadership of a team working on a high priority/strategic importance brand/portfolio of brands in a disease area.

### Key Responsibilities:

- Bring therapeutic area, disease state and product expertise. Support Brand teams in creation of service needs (e.g. primary market research, insights & analytics, competitive intelligence, forecasting) to define an Integrated Insights & analytics plan
- Ensure integration of research, intelligence, analytics and intuition to generate insights that enable fact based decision making. Provide expertise and functional guidance to design and plan all facets (key Business and intelligence Questions) to enable execution of market research, competitive intelligence and analytics based on a sound understanding of the research tools, techniques and datasets
- Keep a pulse on the competitive landscape and monitor brand performance for all pipeline and in-market brands; spot portfolio-wide trends or opportunities. Support the needs of multiple brand launches in the short-term to ensure performance expectations are successfully achieved
- Provide guidance to the team on key processes IPS Situational Analysis including Unified Patient Journey, development and alignment of Strat Planning assumptions and forecasts

- Guide the team in managing interdependencies between Franchises / Products related to indications including launch sequencing, strategy, commercial valuations etc.
- Help drive I&A in development of new services and expanding customer footprint. Lead teams to define deliverables and monitor time management from other members of the Global Business Services teams
- Play a key role in development planning, performance management of associates by collaborating and providing constructive inputs to function team leads

#### Essential Requirements:

- Education: Graduate degree with relevant science background is essential. Masters degree in Science/Medical/Business is an advantage
- Experience/Skills: Sound understanding of therapeutic disease area
- Fluency in English, superior written composition skills
- 10+ years relevant experience acquired at pharmaceutical companies and /or strategic, marketing, or health care consultancy companies of which 3+ years in two areas of either Market Research/Brand Management/Analytics with a leading pharma or FMCG company/ solution provider
- Superior analytical skills - high comfort in using tools (eg Excel) to analyze and visualize data via standard tools/charting methods; ability to effectively present and defend analyses

#### Desirable Requirement:

- Project Management Excellence in facilitation of international, cross- functional teams within a high matrix environment
- Proven leadership and team management skills. Demonstrated ability to manage multiple people and projects simultaneously

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each

other. Combining to achieve breakthroughs that change patients ' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

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地点

India

站点

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Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

## Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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